

## SYLLABUS

Course information					
Code:	Not applicable	Course:	Communication Psychology		
Coordinating area / program:	International Programs			Mode:	Classroom teaching
Credits:	3	Contact hours:	48	Autonomous study hours:	32

Contact hours					
Sum:	48	Theory:	44	Practice:	0
		Laboratory:	0	Evaluation hours:	4

Course pre-requisites		
Code	Course	Degree
Not applicable	Not applicable	Not applicable

Course coordinators			
Surname and first name	Email	Contact hours	Contact site
Ruelas, Abdí	<a href="mailto:aruelas@usil.edu.pe">aruelas@usil.edu.pe</a>	8 a.m. – 6 p.m.	USIL Cusco Center

Instructors
Mario Osorio Arrascue

Course overview
The aim of this course is to help students comprehend our social environment through a psychological interpretation of different forms of communication. The course explores the role of language as the fundamental tool in the communication process, the use of linguistic signs, and the concepts of message, transmission and reception. Also, a critical review is offered of mass media content, through a deconstruction of the methods and strategies underlying psychological impact.

Course competencies	
Professional competency	Not applicable
Level of professional competency	Not applicable
USIL general competencies	Not applicable

Course learning outcomes		
General learning outcome	Nº	Specific learning outcomes
Students recognize and analyze the psychological background of social communication process and different types of behavior involved in it, focusing specifically on the role of mass media.	1	Review and explain the main principles of communication process.
	2	Identify the main psychological aspects of communication process.
	3	Analyze the content and psychological impact of mass media.

Contents and study activity scheduling						
Session	Week	(hrs)	Type	Contents	Study outcomes and study activities	Resources
<b>Unit</b>	<b>1:</b>	Main Principles of Communication				
Specific result:	1					
1	1	1	AP	Introduction to the course, review of the syllabus. Explanation of methodology and the evaluation system. Classroom norms.	The professor discusses with the students the syllabus, the methodology and evaluation criteria.	Syllabus, PowerPoint presentation, questions and answers.
1	1	2	AP	What is communication? Types and elements of communication.	Students review the communication process and its elements: sender, message, receiver.	PowerPoint presentation, questions and answers.
	1	2	AA	Bibliography assigned for the week.	Read texts, view videos and analyze their content.	Videos and digital text.
2	2	1	AP	Ferdinand de Saussure: language and speech, linguistic sign.	Students discuss the concept of the linguistic sign as presented by Ferdinand de Saussure.	PowerPoint presentation, questions and answers.
2	2	2	AP	Language and society	Students recognize the social and	PowerPoint presentation, questions

					historical dimension of language.	and answers.
	2	2	AA	Bibliography assigned for the week.	Read texts, view videos and analyze their content.	Videos and digital text.
3	3	2	AP	Language psychology.	Students experiment with different models of sentence structure.	PowerPoint presentation, questions and answers.
3	3	1	AP	Communication and culture.	Students evaluate the importance of communication as an essential part of culture.	PowerPoint presentation, video, questions and answers.
	3	2	AA	Bibliography assigned for the week.	Read texts, view videos and analyze their content.	Videos and digital text.
Basic and supplemental mandatory reading:					[1], [3].	
Unit	2	Psychology of Communication Process.				
Specific result:		2				
4	4	2	AP	Models of communication process. Theories of information.	Students analyze the main communication theories starting with Berlo's model, and review Watzlawick's information theory.	Power point presentation, digital text.
4	4	1	AP	Experiential communication, social learning and socialization.	Students recognize the role of communication in the socialization process.	PowerPoint presentation, videos, digital text.
	4	2	AA	Bibliography assigned for the week.	Read texts, view videos and analyze their content.	Videos and digital text.
5	5	2	AP	The world as a representation: psychological aspects of integration and perception.	Students review the concepts of ideology, functioning, context and hegemony, and trace how human consciousness is formed.	PowerPoint presentation, videos, digital text.
5	5	1	AP	Communication and concepts of popular culture.	Students evaluate the relation between contents of mass media and the creation of myths in popular culture.	PowerPoint presentation, videos, digital text.
	5	2	AA	Bibliography assigned for the week.	Read texts, view videos and analyze their content.	Videos and digital text.
6	6	2	AP	Emotional expressiveness.	Students name the main principles of perceptual phenomena, and discuss the relation between perception, reality and virtual reality.	PowerPoint presentation, videos, digital text.
6	6	1	AP	Psychosocial aspects of motivation; needs and motives, their relation with communication.	Students analyze how communication is related to motivation.	PowerPoint presentation, videos, digital text.
	6	2	AA	Bibliography assigned for the week.	Read texts, view videos and analyze their content.	Videos and digital text.
	7	2	AA	Review of the first part of the course.	Students review the course materials for the exam.	All course materials.
7	7	2	AP	MID-TERM EXAM.	Students take a two hour written exam.	Evaluation.
7	7	1	AP	Attitudes, prejudices, stereotypes and communication.	Students trace how mass media triggers different types of behaviors and attitudes.	Power point, videos and digital text.
	8	2	AA	Bibliography assigned for the week.	Read texts, view videos and analyze their content.	Videos and digital text.
8	8	2	AP	Communication and society.	Students evaluate the importance of communication for the development of a society.	PowerPoint presentation, videos, digital text.
8	8	1	AP	Communication channels and media of expression.	Students identify communication channels and explore how they work.	PowerPoint, videos, digital text.
	9	2	AA	Bibliography assigned for the week.	Read texts, view videos and analyze their content.	Videos and digital text.
Basic and supplemental mandatory reading:					[1], [4].	
Unit	3	Communication psychology and mass media.				
Specific result:		3				
9	9	1	AP	Mass media.	Students analyze the mass media communication, its perspectives and methods, and review some	PowerPoint presentation, videos, digital text.

					essential studies on the subject.	
9	9	2	AP	Communication and social alignment.	Students discuss psychology, cultural policy and the role of ideology in mass media.	PowerPoint presentation, videos, digital text.
	10	2	AA	Bibliography assigned for the week.	Read texts, view videos and analyze their content.	Videos and digital text.
10	10	3	AP	Semiotic analysis of graphic and audiovisual media. Psychology of cinema.	Students experiment with semiotic analysis of audiovisual language, and discuss how cinema uses its resources.	PowerPoint presentation, videos, digital text.
	11	2	AA	Bibliography assigned for the week.	Read texts, view videos and analyze their content.	Videos and digital text.
11	11	3	AP	Advertising and commercial publicity in the consumer society.	Students perform semiotic analysis of advertisement pieces, and analyze their impact on consumers' behavior.	PowerPoint presentation, videos, digital text.
	12	2	AA	Bibliography assigned for the week.	Read texts, view videos and analyze their content.	Videos and digital text.
12	12	3	AP	Ecology of communication.	Students discuss the relation between communication, society, social classes and groups.	PowerPoint presentation, videos, digital text.
	13	2	AA	Bibliography assigned for the week.	Read texts, view videos and analyze their content.	Videos and digital text.
13	13	3	AP	Communication and national identity. Communication and democracy.	Students recognize how communication can reinforce identity and democracy.	PowerPoint presentation, videos, digital text.
	14	2	AA	Bibliography assigned for the week.	Read texts, view videos and analyze their content.	Videos and digital text.
14	14	3	AP	Corporate communication. Communication in the digital society.	Students review the main points of corporate communication and their role in the digital society.	PowerPoint presentation, videos, digital text.
	15	2	AA	Bibliography assigned for the week.	Read texts, view videos and analyze their content.	Videos and digital text.
15	15	3	AP	Identity in the internet era.	Students analyze different Facebook profiles of their contact networks.	PowerPoint presentation, videos, digital text.
	16	2	AA	Pre-exam review.	Students revise the contents of the course for the exam.	All course materials.
16	16	1	AP	Wrap-up.	Students summarize the contents of the course.	All course materials.
16	16	2	AP	FINAL EXAM.	Students take a two hour written exam.	Evaluation.
Basic and supplemental mandatory reading:					[2], [3].	

AA: autonomous learning

AP: contact learning

#### Methodology

The course combines lectures based on powerpoint presentations with interactive tasks, discussions, group work and autonomous analysis of readings and other related materials.

#### Evaluation system

The course contains two principle evaluations: mid-term exam and final exam. The students are in continuous assessment with home works, participation in class and a final group work.

Nº	Type of evaluation	Weight
1	Continuous assessment	60%
2	Mid-term exam	20%
3	Final exam	20%

#### Continuous assessment (\*)

Type of evaluation	Percentages	Weighted description per type of evaluation			Week	Make-up evaluation
		Nº	Description	%		
Type 1: Class participation.	30%	1	Class participation	100	16	
		TOTAL			100%	
		Comments:				
Type 2: Homeworks.	30%	1	Homework1	25%	4	

		2	Homework 2	25%	7	
		3	Homework 3	25%	10	
		4	Homework 4	25%	13	
		<b>TOTAL</b>		<b>100%</b>		
		Comments:				
Type 3: Final work.	40%		Final work	100%	16	
		<b>TOTAL</b>		<b>100%</b>		
		Comments:				

#### General guidelines

- Students who arrive more than 10 minutes late will be counted as absent.
- No food is allowed in class.

#### Course specific rules

1. During the evaluation sessions (exams), students will not be allowed to enter the classroom after the professor has distributed the exam. Plagiarism is an unquestionable violation of academic integrity.
2. Papers and projects will not be accepted beyond the date and time specified as the final deadline.
3. If a student does not respect the disciplinary norms set by the professor, he/she may be asked to leave the classroom.
4. It is forbidden to bring visitors to the classroom without previous consultation with the professor and the administration of USIL.
5. Computers may only be used in class for research related to the class content.
6. Use of Facebook is not permitted in class.

#### Attendance policy

<b>Total percentage of permitted absences in language courses:</b>	<b>20%</b>
<b>Total percentage of permitted absences in other courses:</b>	<b>30%</b>

#### Basic and supplemental mandatory reading

Basic and Supplemental Required Reading is a resource for consultation of the methodology and learning strategy within and beyond the classroom. The USIL library promotes the use of library materials and/or mail and conducts outreach and guidance for their use at the beginning of each academic period.

##### Basic mandatory reading:

1. LA ROSA, Amaro. 2012. Reflections on the psychology of communication as a specialized area. *Avances en psicología. Revista de la Facultad de Psicología y Humanidades*. Volumen 20 (2), pp. 33-42.
2. RIZO, Marta. 2011. *Psicología social y comunicación*. [www.portalcomunicacion.com](http://www.portalcomunicacion.com)
3. SAGEBIEL, Felizitas and VAZQUEZ, Susana. 2010. *Topic Report Stereotypes and Identity*. Seventh Framework Program, UN.

##### Supplemental mandatory reading:

4. GOFFMAN, Erving. 1956. *The presentation of self in everyday life*. Social Science Research Center, University of Edinburg.
5. JAKSTIENE, Sandra; SUSNIENE, Dalía and NARBUTAS, Valdas. 2008. *The Psychological Impact of Advertising on Customer Behavior*. IBIMA Communications, Kaunas University of Technology Panevėžys Institute, Panevėžys, Lithuania.
6. GIRBAU MASSANA, M. Dolors. 2014. *Psicología de la comunicación*. Editorial Ariel.

#### Supplemental optional reading

<b>Approved by:</b>	<b>Validated by:</b>
	Office of Curriculum Development
Date:	Date: